



WEWS

ORDER

Flight Dates **10/30/12-11/06/12**

Contract / Revision **315240 /** **Product** **PUSA TV :60's 10.30-11.06.12**

Original Date / Revision
10/18/12 10/19/12 Agency Com 15%

Advertiser **Priorities USA Action**

Agency **Mundy Katowitz Media Inc**

Buying Contact

**1322 G Street SE
Washington, DC 20003-3021**

Billing Contact
**1322 G Street SE
Washington, DC 20003-3021**

Sales Office EWSDC
Sales Region NAT
Agency Ref 2

Order Sep 00:20:00

Estimate # **1790**

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A18+

Rev Codes POL POL ISS

Product Codes PL

Priority P-1

Advertiser Ref

Primary Account Executive
Daniel Baylog

Account Executive	Order%	Start Date	End Date
Daniel Baylog	100%		

Order Share % Market Value

Competing Station	% of Order	Amount
CABLE	%	
UNKWN	100%	
WBNX	%	
WDLI	%	
WEAO	%	
WGGN	%	
WJW	%	
WKYC	%	
WMFD	%	
WOAC	%	
WOIO	%	
WQHS	%	
WUAB	%	
WVIZ	%	
WVPX	%	

Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
November 2012	27	\$90,610.00	\$106,600.00	0.00
Totals	27	\$90,610.00	\$106,600.00	0.00

Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
10/29/12	11/06/12	27	\$90,610.00	\$106,600.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
E 1	WEWS	10/31/12	11/06/12	M-F GMC 6-7a M-F GMC 6-7a	CM	6-7a	- 11 - 1 - -	1:00	3	\$3,000.00	P-1	0.00	NM	3	\$9,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/30/12	11/05/12	-- 1 - 1 --	2		\$3,000.00		0.00						
Week:		11/06/12	11/12/12	- 1 - - - - -	1		\$3,000.00		0.00						
E 2	WEWS	10/30/12	11/06/12	M-F GMA 7-9a M-F GMA 7-9a	CM	7-9a	11 - 1 - - -	1:00	3	\$3,600.00	P-1	0.00	NM	4	\$14,400.00



WEWS

Print Date: 10/22/12

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Contract / Revision **315240** Flight Dates **10/30/12-11/06/12**

Hiatus Dates

Original Date / Revision 10/18/12/ 10/19/12

Order Sep 00:20:00

Advertiser **Priorities USA Action**

Product **PUSA TV :60's 10.30-11.06.1** Estimate # **1790**

														<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 2	WEWS	10/30/12	11/06/12	M-F GMA 7-9a M-F GMA 7-9a	CM	7-9a	11-1---	1:00	3	\$3,600.00	P-1	0.00	NM	4	\$14,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/30/12	11/05/12	11-1---	3		\$3,600.00		0.00						
Week:		11/06/12	11/12/12	-1-----	1		\$3,600.00		0.00						
E 3	WEWS	10/31/12	10/31/12	M-F 9-10a M-F 9-10a	CM	9-10a	--W----	1:00	1	\$2,800.00	P-1	0.00	NM	1	\$2,800.00
Week:		10/30/12	11/05/12	--W----	1		\$2,800.00		0.00						
E 4	WEWS	11/01/12	11/05/12	M-F 10-11a M-F 10-11a	CM	10-11a	1--1---	1:00	2	\$2,800.00	P-1	0.00	NM	2	\$5,600.00
Week:		10/30/12	11/05/12	1--1---	2		\$2,800.00		0.00						
E 5	WEWS	10/30/12	11/02/12	M-F 11-12p M-F 11-12p	CM	11a-12p	-1--1--	1:00	2	\$4,000.00	P-1	0.00	NM	2	\$8,000.00
Week:		10/30/12	11/05/12	-1--1--	2		\$4,000.00		0.00						
E 6	WEWS	10/31/12	11/05/12	M-F 12-1230pm News 12-1230p News	CM	12-1p	1-1----	1:00	2	\$4,000.00	P-1	0.00	NM	2	\$8,000.00
Week:		10/30/12	11/05/12	1-1----	2		\$4,000.00		0.00						
E 7	WEWS	11/01/12	11/01/12	M-F 1-2p M-F 1-2p	CM	1-2p	---T---	1:00	1	\$2,400.00	P-1	0.00	NM	1	\$2,400.00
Week:		10/30/12	11/05/12	---T---	1		\$2,400.00		0.00						
E 8	WEWS	10/31/12	11/05/12	M-F 5-6p News M-F 5-6p News	CM	5-6p	1-1----	1:00	2	\$5,000.00	P-1	0.00	NM	2	\$10,000.00
Week:		10/30/12	11/05/12	1-1----	2		\$5,000.00		0.00						
E 9	WEWS	10/30/12	11/01/12	M-F 6-630p News M-F 6-630p News	CM	6-630p	-1-1---	1:00	2	\$7,000.00	P-1	0.00	NM	2	\$14,000.00
Week:		10/30/12	11/05/12	-1-1---	2		\$7,000.00		0.00						
E 10	WEWS	10/31/12	10/31/12	M-F 7-730p 7-730p The List	CM	7-730p	--W----	1:00	1	\$6,000.00	P-1	0.00	NM	1	\$6,000.00
Week:		10/30/12	11/05/12	--W----	1		\$6,000.00		0.00						
E 11	WEWS	11/05/12	11/05/12	M-F 730-8P 730-8p Let's Ask America	CM	730-8p	M-----	1:00	1	\$6,000.00	P-1	0.00	NM	1	\$6,000.00
Week:		10/30/12	11/05/12	M-----	1		\$6,000.00		0.00						
E 12	WEWS	10/30/12	10/30/12	M-F 1135p-1202a Nightlir M-F 1135p-1202a Nightlir	CM	1135p-1207x	-T-----	1:00	1	\$5,000.00	P-1	0.00	NM	1	\$5,000.00
Week:		10/30/12	11/05/12	-T-----	1		\$5,000.00		0.00						
E 13	WEWS	11/02/12	11/02/12	M-F 1202a-107a Jimmy K M-F 1202a-107a Jimmy K	CM	1202-107x	----F--	1:00	1	\$2,800.00	P-1	0.00	NM	1	\$2,800.00
Week:		10/30/12	11/05/12	----F--	1		\$2,800.00		0.00						
E 14	WEWS	11/03/12	11/03/12	SA 7-730p SA 7-730p	CM	7-730p	-----S-	1:00	1	\$2,400.00	P-1	0.00	NM	1	\$2,400.00



WEWS

Print Date: 10/22/12

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Contract / Revision **315240** Flight Dates **10/30/12-11/06/12** Hiatus Dates
Original Date / Revision 10/18/12/ 10/19/12 Order Sep 00:20:00
Advertiser **Priorities USA Action** Product **PUSA TV :60's 10.30-11.06.1** Estimate # **1790**

														<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 14	WEWS	11/03/12	11/03/12	SA 7-730p SA 7-730p	CM	7-730p	-----S-	1:00	1	\$2,400.00	P-1	0.00	NM	1	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/30/12	11/05/12	-----S-	1		\$2,400.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	WEWS	10/30/12-11/05/12		SA 7-730p		7-730p	-----Sa--	1:00		(\$2,400.00)		0.00	NM		
See MG 14.2															
[N/A INV CODE TO PLACE - SA 7PM NEWS]															
2	WEWS	10/30/12-11/05/12		SA 7PM News		7-730p	-----Sa--	1:00		\$2,400.00		0.00	NM		
Ⓜ MG for 14.1 11/03															
E 15	WEWS	11/03/12	11/03/12	SA 12a-1a CSI Miami Late SA CSI Miami Late	CM	12a-1a	-----S-	1:00	1	\$1,600.00	P-1	0.00	NM	1	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/30/12	11/05/12	-----S-	1		\$1,600.00		0.00						
E 16	WEWS	11/04/12	11/04/12	SU GMA 8-9A SU GMA 8-9A	CM	8-9a	-----S	1:00	1	\$3,000.00	P-1	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/30/12	11/05/12	-----S	1		\$3,000.00		0.00						
E 17	WEWS	11/04/12	11/04/12	SU 6-630p News SU 6-630p News	CM	6-630p	-----S	1:00	1	\$5,600.00	P-1	0.00	NM	1	\$5,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/30/12	11/05/12	-----S	1		\$5,600.00		0.00						
Totals														27	\$106,600.00